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Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES

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Shoptalker

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COVER STORY

I think that folk should carry bright
umbrellas in the rain,
To smile into the sullen sky and make
it glad again.

Margaret E. Sangster
"On a Rainy Day"

Scene: A locker room at Arrow Park one rainy day.

Ten Years Ago ...

This letter was received: "Most of my life, handwriting has been so difficult that I write to my wife infrequently. Now that I have a Parker '51'—I can write to anyone's wife easily."

And 10 years ago ...

A Parker advertisement for Quink ink related the tale of how Tony Lazzeri stepped to the plate in the crucial ninth inning of a 1926 World Series game and hit a ball out of the park—foul by 12 inches. On the next pitch, he struck out. When the ad appeared Janesville was swamped with letters from sports fans who pointed out that it happened in the seventh and not the ninth inning. Nobody opposed the ad's central thought that Quink is a great ink.

And 10 years ago ...

A seaman wrote to the company to say that he had tattooed himself and a friend using a Parker "51". "Both of those tattoos took hold very fine," he said.

And 10 years ago ...

Eversharp introduced a new ball pen with a transparent spiral cartridge. And 10 years ago this quote appeared in a catalog: "Eversharp Repeater Pencil—nationally advertised and produced by the makers of Parker pens."

And 10 years ago ...

It was widely rumored about the country that "Sheaffer owns, or controls, The Parker Pen Company and pays huge sums for the use of the Parker name."

Thirty years ago, Alan Smyth, Molding, began work at Parker Pen. And 35 years back, Mary Young, Shipping; Leo Mangan, Tool Room; and Laura Flynn, Automatics, joined the company. Forty years ago this month Christian Algrun, Automatics, came to Parker Pen.



Virginia Flint takes on the appearance of a scientist in her job of inspecting feeds for the new capillary action Parker 61 fountain pen. The delicate ink channels are so fine, microscopic vision is necessary to detect faults.

Controlled Quality

CAREFUL, considered detective work isn't confined to big city police forces, tv melodramas and Hollywood who-dunits. It is a practical and necessary part of every manufacturing process, assuring constant vigilance against faulty products reaching consumers.

(Continued on next page)

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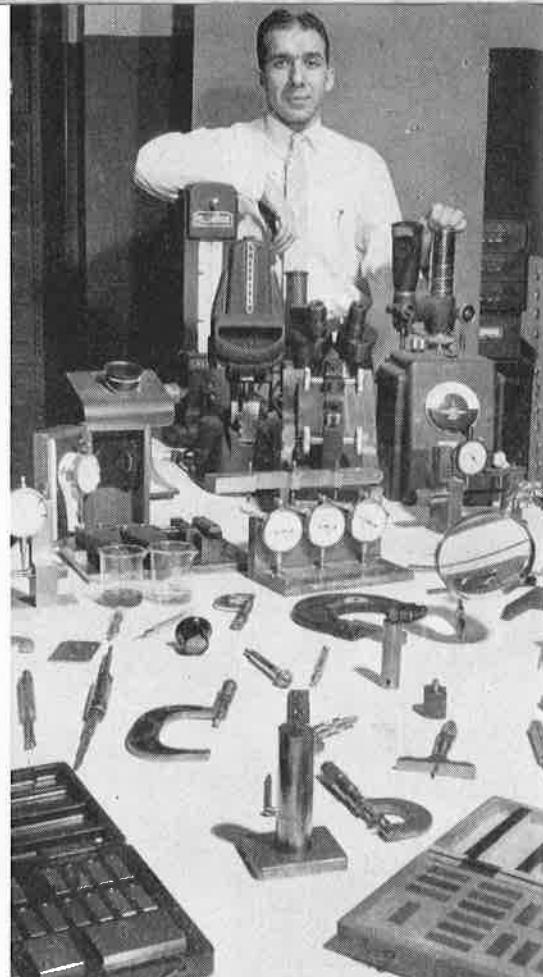
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(Continued from page 3)

The man in charge of the detective work at Parker Pen is quiet-voiced Chief Inspector Donald E. Miller. He heads up a force of more than 100 men and women who do all of the interrogation of parts ("We call it inspection," says Miller), arresting from the line those which might offend against the company's reputation for highest quality.

A whole host of variables which individually and collectively affect quality, must be reckoned with by these industrial sleuths. Raw materials purchased from suppliers will vary from lot to lot, thus there is raw materials inspection. Added to this is the human variables—health, attitude toward the work, skill, eyesight, sense of touch and numerous others. Machinery wear will cause variances; temperature, humidity, the composition of coolants and lubricants vary from day to day and hour to hour. All of these have their effect upon quality.

"In any program of quality control," says Miller, "it must be recognized that in quality, as in everything else, there is a law of diminishing returns. As perfection



Chief Inspector Don Miller looks across a few of the tools used in the business of quality control, instruments which help to keep Parker Pen in the position of quality leader of the writing equipment industry.

Parker 61 cell inspection forces mental gymnastics on the part of the inspector. Clara Johnson makes three calibrations along the surface of the cell foil and mentally averages them out to determine that they fall within the allowed tolerances.



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is approached costs rise to disproportionate heights." For this reason Arrow Park inspectors allow a plus or minus variation on almost all manufacturing steps. These plus or minus variations are called "tolerances" and they represent the permissible range of error or departure from the ideal dimension within which a part or product is to be acceptable.

Deciding the degree of perfection to be adhered to is not an easy task. At Parker Pen, representatives of design, engineering, manufacturing, sales and inspection go into many a huddle before a new product—like the Parker 61—is introduced. Designers naturally tend toward absolute perfection and engineers and manufacturing people must search their technological know-how for methods which will come closest to satisfying the designers and also the sales division. For sales is interested in having the best product for the least price! And in the middle of all this is inspection which is seeking tolerances which it knows from experience can be met.

In the conferences between these people, there is much give and take, much compromise, before tolerances are agreed upon.

Once they are, the word of Miller and his industrial detectives is law! Stationed at points where there is the most margin for error, where product faults are most apt to occur, they stand guard over quality. If a part or a finished product does not meet their standards—it will not be passed!

According to Miller there are but two traits which an inspector must

possess to make him a good one. He must be able to react quickly, enabling him to recognize immediately whether a part is good or bad. He must, in addition, be able to concentrate on routine work for long periods of time. Women have been found more capable of this type of sustained concentration than men and at Arrow Park 80 per cent of the inspectors are women. The men under Miller's direction function basically in supervisory positions.

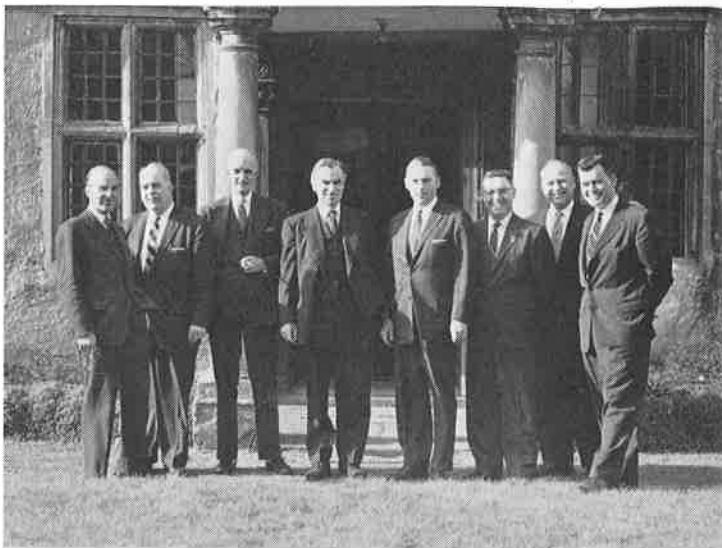
Key men in Miller's police force are his "deputy inspectors". There are six. Ken Roach is foreman of Receiving Inspection and the gauge laboratory. Employing a raft of tools, Receiving Inspection sees that in-coming materials meet the high standards set by Parker and in addition maintains a close vigil over products coming off Arrow Park assembly lines.

Others in the police force are supervisors of inspection in production departments: Vern Davis, Automatics; Bruce Hubbel, Final Assembly; Ralph Pickering, Gold Nib; and Bill Scheifelbein, Metals.

The sixth man is the group's troubleshooter, Don Pickering, who holds the title of quality control statistician. He studies all reports coming from all departments and determines where there are rough spots in production which cause excessive rejection of parts. Then he makes recommendations and reports them to Miller.

If the recommendations are feasible and practical, Miller will urge their adoption and Parker Pen moves one more step ahead as the writing industry's quality leader.

Gentlemen At Wick Court



The "flying five" five members of top management who hopped off on an European business trip about six weeks ago, hopped back into Janesville just as Shop-talker was going to press. They carried with them this picture: (from left) Douglas Love, of the printing firm of Partridge

and Love; G. Earl Best, Ramsay Lyon, a director of the English company in charge of domestic sales; Fred Love, of Partridge and Love; Daniel Parker, Philip Hull, Chester Holloway and Alfred Diotte.

They stand in front of Wick Court, a 16th century structure owned by the printers.

Mechanized Coffee Breaks for Office

With mixed emotions, Parker Pen office people cinched up their appetites and began buying all coffee break delicacies from pay-before-you're-served vending machinery which recognizes no one as a good credit risk.

A total of 16 mechanical dispensers have been installed, according to Office Manager John Wemstrom, and there'll be more. The installation of multiple soft drink dispensers (served in a cup) is anticipated.

The food venders replaced an office in-

stitution—the floor candy case. Each was a composite which told of the likes and dislikes of the people who frequented it. And its variety was almost unlimited.

However, the restricted quantities offered by the new machines, says Wemstrom, does not curtail profit. In fact, Wemstrom anticipates even higher profits because higher priced items are being sold.

As an example, he referred to the pastry machines which at the end of March were selling 15 dozen rolls a day. One floor in particular showed a 300 per cent increase in pastry sales in one week. The rolls sell for a dime apiece.

Profits from the use of mechanized vending machines, as with the candy case, go for flowers for hospitalized employees, termination gifts, office picnics, and parties and other things.

New Faces

The early months of 1957 have seen several new people arrive on the company scene, some stepping into newly created positions, others filling in gaps. Here are their names and a bit on what they have done and are doing.

Jack Biddick, assistant credit manager, started in January. Works with Credit Manager Frank Sutherland. Biddick holds a degree in economics from the University of Wisconsin.

Robert Broady, assistant to Phil Hull, v.p. in charge of manufacturing. Joined Parker Pen after receiving his master's degree in business administration at the U. of Pennsylvania.

Robert E. Collins, franchise administrator assisting Assistant Secretary Alfred Diotte. Collins has degrees in electrical engineering and law from U. of Wisconsin. Practiced law in Janesville before Parker employment.

Charles Klevickis, has the long title of supervisor of engineering, planning and scheduling. Works with Chief Engineer Edward Grumich. Has degree from Illinois Institute of Technology.

John Leaman, also works with Ed Grumich under the title of process engineer on finishing. Is a graduate of Purdue and U. of Delaware.

Victor Levy, new business research field representative. Came to Parker Pen from Madison Business College where he was a student. His immediate superior is Business Research Director Marvin Barab.

George Montemayor, son of a retired Parker employee, attached to the Patent division. His duties include the prosecution of foreign patent applications and the handling of foreign patent and trademark correspondence. He's a registered patent attorney and a graduate of the U. of W.

Bernard Ryle, assistant to Laboratory Director Fred Wittnebert. Before coming to Parker Pen, he was associated with the

Atomic Energy Commission and the National Lead Company of Ohio. Holds a master's degree from U. of Cincinnati.

James A. Stauff, assistant domestic advertising manager. A graduate of Beloit College, was advertising and promotion brand manager for Kimberly-Clark.

Suffer the Little Children

In over 5,000 schools throughout the country, many hundreds of grammar school students are furiously trading letters, a result of Parker's recently inaugurated Pen Party program to help teach letter writing.

One of these schools is located on the arid flatlands of Arizona, 17 miles south of Phoenix. It's called St. John's Mission, is operated by a Franciscan order of nuns, and consists entirely of Indian boys and girls. In certain cases, Parker also supplies writing instruments to needy schools. St. John's was one of these.

Showing their appreciation, each fifth grade student painstakingly composed a letter of thanks. At the top of each is a carefully conceived crayon drawing of a typical desert scene. But the words carry the greatest message, words that give far more value than the small expenditure in pencils. A 12-year-old, identified only as Mildred, wrote this: "Thank you for the pencils ... There are Pima, Papago and Apache children in our class. But no matter what we are, we can learn anything and your pencils help us learn."

In the March issue was a story about the new private teletype line connecting Parker Pen, Janesville, and Parker Pen, Menomonie. It stated: "The line is used to send between 60 and 100 messages and merchandise orders per week." The fact is, that many go out over the wire in one day!





"FILLS ITSELF ...

CLEANLY,

AND WRITES SMOOTHLY



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HIGH IN THE SKY," says pretty Carole Mathews.

In addition to a dozen top national magazines

Parker's Back In TELEVISION

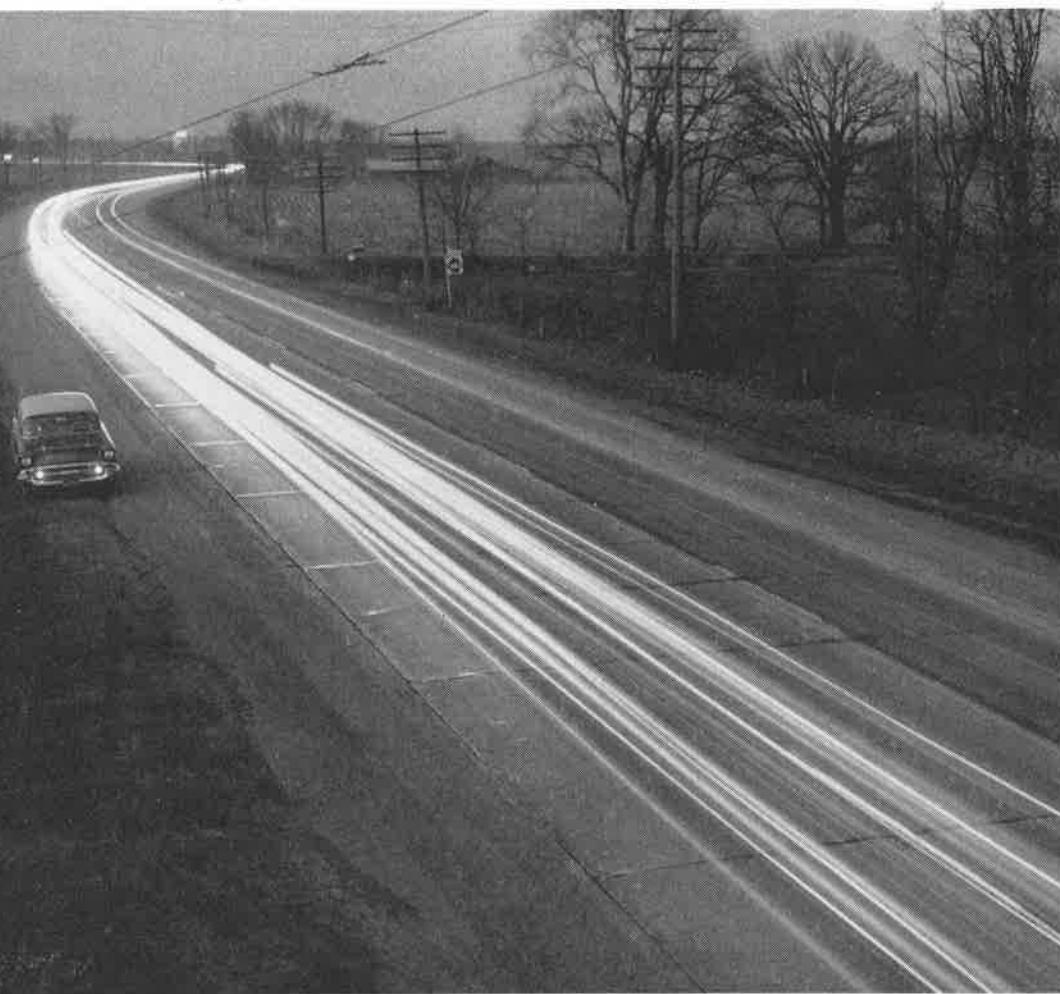
IT TAKES a long time to introduce a new fountain pen to the consumer public—a long time and a lot of money. With the Parker 61 just a few months old, Parker Pen advertising and promotion men are just beginning to build the campaign which will one day put the name 61 on the tip of every tongue and the picture of self-filling, clean-filling in every mind.

Immediate plans are whopping! They include 20 ads in a dozen national magazines between April 1 and the end of June. Plus: spot television from New York to Honolulu and in 75 key markets in between!

Scenes from the tv commercials were rushed back to Janesville from Cascade Studios in Hollywood almost as soon as they were completed. Tv selling, says Advertising Manager George Eddy who supervised the shooting, will be done on the Parker 61, "dramatically and powerfully pushing the amazing pen's equally amazing features—capillary action filling, clean filling, and smooth writing even when high in the sky."

As if 20 national ads and television in 77 markets weren't enough, Eddy and the Parker agency, Tatham-Laird, planned the "longest and most thorough paid advertisement ever devoted to writing instruments." It will appear in **Coronet** magazine and fill a full eight pages of that book.

(This big advertisement is part of a booklet on writing etiquette by America's leading social arbiter, Amy Vanderbilt, which is enclosed with all copies of **Shoptalker** mailed to employees. The booklet will be available to the public, through jewelers selling Parker products, after the **Coronet** ad has run in the June issue.—Editor)



No. 4
of a series

Let there be

LIGHTS for Safety

*From the library of the
Pen Collectors of America*



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PAST articles in this series have dealt solely with present highway conditions and what might be done to improve them. Ideas put forth included one-way highways between cities to remove the possibility of murderous head-on collisions, and "built-in bumps" designed to encourage full stops at arterial crossings.

One *Shoptalker* reader suggested recently that our roadways may not be entirely at fault in the growing death toll on Wisconsin highways. He believes that the individual driver, too, bears some of the responsibility and suggests a solution to one facet of this problem.

His idea involves auto travel in fog or by dawn and dusk—the most dangerous hours, when it is the custom for many motorists to switch on parking lights as a "visual aid" for on-coming drivers. The problem is, of course, that the small parking lights on the front of a car are entirely inadequate for that kind of job. Forward, there is only negligible candle-power at work. But, because the inside dash lights work in conjunction with the parking lights, the driver seeing them is lulled into a sense of false security. He just thinks his parking lights are doing the job!

The reader's suggestion: "Always use full low beam headlights for fog, dawn or dusk."

Someday car makers will do a better lighting job and include true "identification" lights for travel at times of low visibility. Such identification lights are, in fact, needed on the outboard, or moving-traffic side, only. A small indicator light would

glow on the dash when they are on. And parking lights would then become just what they are intended to be—parking lights, with no dash light hook-up.

Another thought on automobile lighting comes from a reader who remembers an auto accessory of two to three years ago. This gimmick-type apparatus had real value as a safety device, but lacked mass-appeal styling.

It was a small reproduction of an overhead stop and go light and was designed to hang in the rear window of an auto. Through a special switch attached to the gas and brake pedals, the green light remained lit as long as the driver was accelerating. When he released his foot from the gas pedal (to slow up or move it to the brake) the amber light went on. When applying the brake, the red light was lit.

Another driver following a car equipped with this gadget knew at all times what the driver ahead was planning, whether it be to merely slow down or come to a stop.

Reader's suggestion: "To stop some of the front-to-rear collisions, build this same type of equipment into the 'tail fins' of the new automobiles."

(These suggestions, along with others which have appeared in the pages of *Shoptalker*, will be sent to the National Safety Council and the President's Committee for Traffic Safety. If you have a thought which might help end some of the useless slaughter on our highways, drop it into the Party Line boxes.—Editor)

No Strain, No Pain



More than 800 Parker Pen employes rolled up their sleeves recently for the first of three shots of Salk polio vaccine to be administered on the job. The program was made possible through the cooperation of local and county medical agencies.

The Good Years

In March of 1917, Dave Mohns started to work at Parker Pen. In March of 1957, Dave Mohns was still working at Parker Pen. On the day of his 40th anniversary, the whole of the Product Planning Division turned up for a surprise on-the-job handshaking, cake eating few minutes of recognition. The size of Mohns' smile (see cut) indicates the size of the thrill the occasion gave him.

Mohns, who has been in the research and development side of the business a good share of time, worked on early experimental models of such Parker pens at the Duofold, the Vacumatic, the "51" and the "61". (If you look around, there just ain't many more than that!—Editor)



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On Display

Menomonie, Wisconsin, is a friendly town and one that is proud that it counts among its industries a plant called The Parker Pen Company. Menomonie's First National Bank, exemplifying the spirit of friendship, has a window which is offered on a monthly basis to local industry and business for display of products. In March, that window looked in on the ink and writing instrument business, Parker Pen and world-wide trade.

The picture of Penette Glenda Bates braving the icy jets of a laboratory safety shower which appeared on the back cover of *Shoptalker* for March was picked up by the United Press wire photo service and sent to 50 U.S. newspapers and six European papers. Miss Bates, meanwhile, has thoroughly recovered from her cold.

The Party Line answers your questions. Drop yours in the Party Line box at your bulletin board. For this month's questions and answers, check page 14.



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Tough Course for Top Brass

by Earl Best

(When Earl Best, secretary-treasurer of Parker Pen, returned from successfully completing the Advanced Management Program at Harvard's Business School, he set down some thoughts on what he had experienced. What he wrote is particularly timely, since Frank W. Matthay, vice president in charge of foreign sales, is at Harvard right now living Mr. Best's words and Philip Hull, v.p. in charge of manufacturing has already done so.—Editor)

The Advanced Management Program of the Harvard Business School had its beginning as a war production course in 1941. Its objective was to assist the war effort by increasing the effectiveness of industrial leaders in rapidly expanding war industries. The success of the initial courses, followed by the demands for a concentrated development program for experienced business and military leaders, culminated in the Advanced Management Program.

The general objectives might be summarized as follows:

- To make the participant a better man in his job.
- To develop men for advanced positions of wider responsibility.
- To impart a better understanding of human relations.
- To emphasize the company's responsibility to the public, to its employes and to the government.

A regular class consists of approximately 160 men. The Army, Navy and Air Force each have about five candidates. From 25 to 35 candidates are enrolled representing 12 to 15 foreign countries. The remaining men are from 30 to 35 different states, with New York having the greatest number.

There are no educational prerequisites

for the course. The school is more concerned with what a man has accomplished since he stopped going to school than with how well he did in his formal training. The program seeks to secure in each class as wide a diversity of business experience as possible.

In our class there were 37 different types of industry represented with personnel from every phase of management. The average age of the candidates is about 46 years.

Instruction is by case method. Case studies are descriptions of real business situations which executives are facing and acting in today. Classroom discussion largely displaces the lecture as a medium for the presentation. Original thinking is required rather than merely memorizing answers offered by instructors. For the most part, there is not a "yes" or "no" answer. Consequently, opinions and conclusions are argued among the members. I do not recall of one case where we had unanimous agreement. And there were six subjects: Business Policy, Administrative Practices, Cost and Financial Administration, Marketing Administration, Problems in Labor Relations, and Business and the American Society.

The Harvard Business School is located directly across the Charles River from Cambridge, in Boston. Participants live in dormitories on the Business School campus. They are divided into study groups, ranging from six to eight men in each. Breakfasts and dinners five and a half days per week are served at Kresge Hall, the school's new dining room facility. On Saturdays and Sundays the members usually break up into small groups for dinners.

Monday through Saturday, there are three classes a day, one hour each. Assignments are of such length that in a 24-hour day there is not enough time to feel fully prepared for classes.

The day usually commences shortly after 7 a. m. and if a fellow is lucky, he may retire by 1 a. m. This leaves little time for outside hilarity and as a consequence, there is none. To provide breathers in the 13-week course, there are two vacation periods of four days each.



Down Beat?

Question: If Arrow Park can have music played during working hours, why can't the office?

Answer: In a manufacturing operation much of the work is repetitive and monotonous in nature. In such a situation, the playing of properly selected and properly timed background music has a tendency to soothe tension, foster job concentration and keep workers from falling into a state of boredom or apathy. Tension, lack of concentration and apathy are the danger signals which often precede industrial accidents. In an office, however, the nature of the work is not such that the mind must be enticed away from these danger signals. Much of the office routine is creative and creative work requires intense concentration of a type that is not aided by outside stimuli, but rather is hindered by them. Hence, musical background, however pleasant for toe-tapping, is not seen as beneficial for office efficiency.

Nuisance Value

Question: Is the clip on a Jotter optional? If not, why not? I hold mine while doing comptometer work and after a couple of hours my hand hurts. I find that equally true of my pen. Besides, a lady has little or no use for a clip on either a fountain pen or a Jotter.

Peg Power
Payroll

Answer: Business Research has already investigated the necessity for a clip. In most cases, women said that the clip was not a disadvantage even though few of them made use of it. Therefore, for manufacturing and merchandising reasons, it is

simpler to have it on all pocket pens. Now of course, there is a Jotter desk set which is ideal for home or office use and has no clip. This does not, however, rule out the possibility that one day Parker may manufacture a woman's pen which has no clip.

All or Nothing

Comment: I would suggest that either everyone be excused at 11:55 and 4:25 or none. For those who do not leave five minutes early, that five minutes is wasted time. The noise and confusion is so great it is futile to try and accomplish any work—to do any figuring or do any typing. This is especially so if you sit on the aisle leading to the exits.

Reply: The policy which permits employees with 10 or more years of company service to leave five minutes early was established as a small reward for extended service, and is one which is sincerely appreciated by those who receive it. To make it universal would destroy its value.

Speech Makers

Proving that word travels fast, no sooner had H. P. (Mose) Nutley settled down into the job of chief of the styling section, Product Planning, when he was invited to speak before the members of the Wisconsin Art Education Association at the end of April. He will also serve on a four-man panel before the group.

Nutley is a graduate of the Chicago Art Institute and has been with Parker Pen since 1943. Most of the years between then and now have been spent creating Parker point-of-sale display material. Nutley is widely known among account managers for his rollicking pep-talks at sales meetings

Another Parker man who is fast becoming a well-known speaker is Works Manager Phelps Walker. It started with a request to talk on the technological problems involved in the production of the Parker 61—and it just keeps rolling along.

PICNIC BALLOT

Fill in and return to the editor of **Shoptalker**, Public Relations Department, if you would like a company-wide family picnic held some Saturday this summer. (Circle the answers you choose.)

1. I (would) (would not) come to a company-wide family picnic.
- 2..I would be willing to pay (nothing) (\$.50) (\$1) (\$2) (\$3) to help pay the cost of a company-wide family picnic.
3. I would (be willing) (not be willing) to bring the non-meat portions of my family's lunch.
4. I would like to see such a picnic held some Saturday (before) (after) vacation.
5. I think the picnic should be held at:(name a place.)

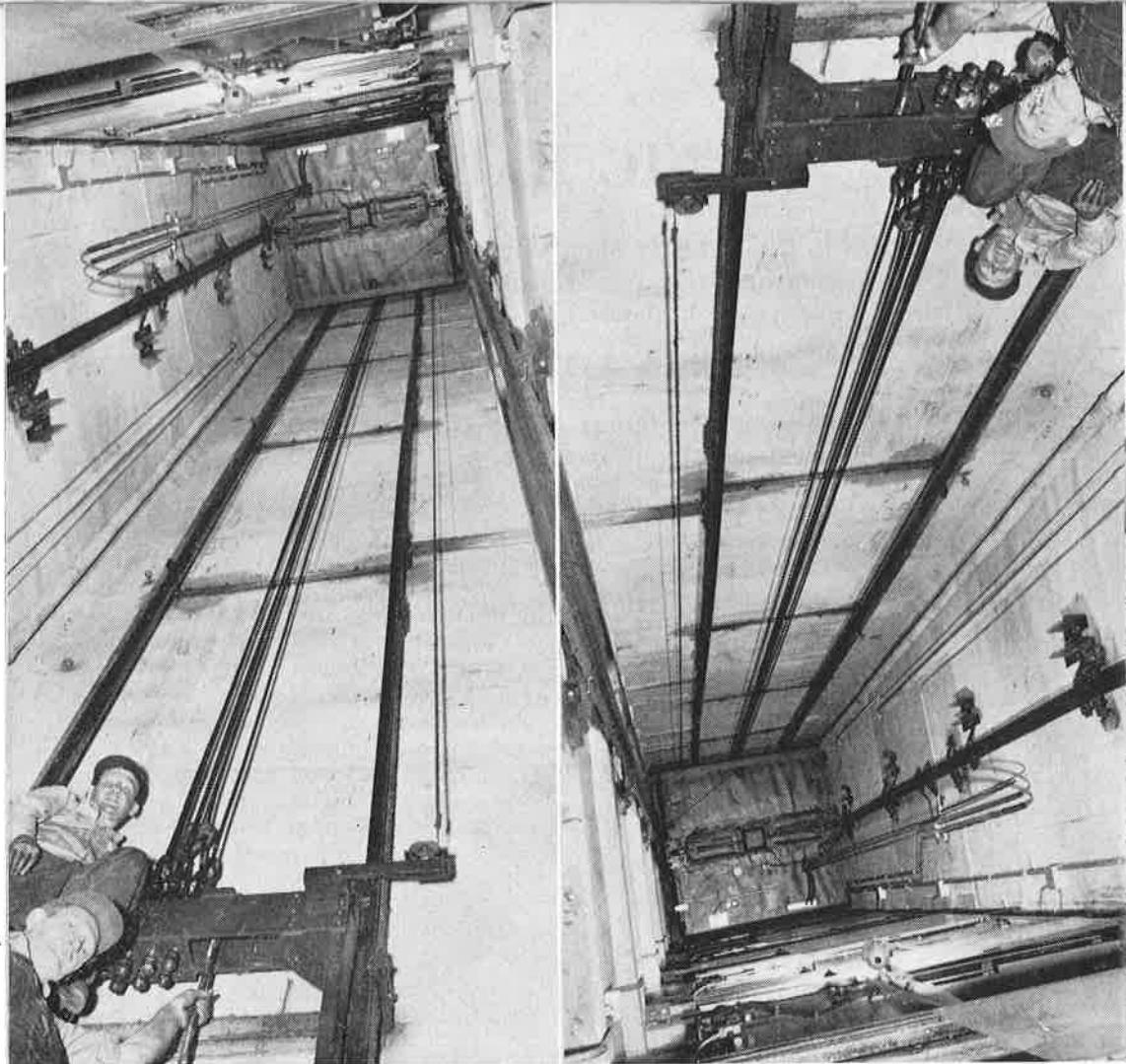
Over the Shoulder



When this picture of Parker Pen's Court street building was taken, the building wasn't much like it appears today. There was a huge electric sign up on top which could be seen for miles around and a steel fire escape coursed its way down the

structure's west side. In those days an employee who drove to work could park most any place as long as his car was aimed down hill. That way if it didn't start by itself the chances were good it would on a free roll.





Which way is

UP?

The answer to this provocative question (and the solution to the pictures) depends entirely on the way you look at it. Both views UP the elevator shaft in Parker Pen's general offices were snapped recently while workmen replaced old cables with new.